

February 2006

Utah's Own Members:

We are providing **two important promotion opportunities** for you in the near future; the **Utah's Own Pavilion at the annual Associated Food Stores convention**, April 5th through the 7th and a **three month radio and in store promotion blitz** beginning in April and continuing through June. These two promotions are not tentative but already planned so I encourage you to call and get on board right away.



Our pavilion at the Associated Food Stores annual convention will be a showcase of your products for store owners and buyers to see and taste. Every attendee will be a potential buyer of your product(s) so be ready to write business. The pavilion will cover 800 to 1600 sq. foot area depending on participation. The cost will be subsidized by Associated Food Stores and Utah's Own for Utah's Own companies so only a minimal fee will be required for space in the pavilion. Both store direct and warehouse distributed products are eligible for the pavilion. This is the event of the year for owners of Associated Food Stores so don't miss getting your product in front of them.

We are finalizing our plans for a three month promotion of Utah's Own products at Macey's, Dan's and Dick's Associated Food stores to begin in April. The promotion will include daily radio spots on KSL Newsradio 1160 am, FM 100 and Arrow 103.5 and live remote broadcasts at each of the grocery stores. The stores will be decorated with Utah's Own shelf talkers and you will have the opportunity



to showcase your products using in-store demos coordinated with live remote broadcasts. This will be the first large scale Utah's Own promotion and it is anticipated that it run again next fall and the Christmas season as well. There will be a cost to participate but participation should be an easy decision to make.

Again, call and express your interest so we can sign you up and keep you informed.

Richard Sparks, Deputy Director
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